



Talk isn't cheap – It could be costing your business millions!

Do your people make the right impression on your customers every time?

The key to success is the ability to find the right words delivered in the right way at the right time, which sounds simple enough. The gift of language, whether the written form or the spoken word, was bestowed on us long ago. When its power is used creatively by those in a customer service role to eloquently address many of the challenges that we face us as customers, it becomes a calming and positive influence.

But this gift has been squandered, abused and rendered impotent in the name of conformity, regulation and the fear of litigation. This has led to the creation of bland, restrictive and impersonal statements, often read without feeling or recognition of the circumstances, in order to meet a company's' quality assurance metrics, to the detriment of both the customer and the employee. So rather than conversation we have confrontation!

Treating your customers fairly with empathy and courtesy and recognizing and addressing their emotions, brings your organisation closer to them - and brings you closer to the results you want.

Our *Conversational Analysis Review (CAR)* will lift the lid off the emotions that your colleagues are creating and examine the words and phrases that they use in their interactions with customers. The analysis is based on a range of conversational metrics that we convert into an *Emotional Score (E-Score)* that will provide deep, actionable insight into what is working, what isn't, and how subtle, but meaningful changes in conversational skills can make all the difference in generating positive customer outcomes.

The *Conversational Analysis Review* is an excellent and logical starting point to enhance your customer experience program and provides a base line for evaluating, assessing and developing colleague conversational skills. It lays the foundation and provides a blueprint, for a more in-depth and inclusive customer experience transformation program.

The review consists of the following key elements:

- One on one interviews and focus groups to uncover areas of dissatisfaction and roadblocks to success that agents and team leaders experience through customer feedback on calls
- Listening to live conversations via agent side-by-sides and previously recorded calls
- Detailed review and analysis of these calls to identify habits and speech patterns used by agents that are having a negative effect on customer conversations and their outcomes
 - These include tone of voice, conversation speed, silences, over talk, repetition, comprising a total of fourteen metrics that are vital clues to identifying impediments to positive customer outcomes
- Identification of the five most frequently occurring metrics or conversational roadblocks and their associated E-scores
- A detailed report assessing the impact from a customer and colleague perspective aligned with recommended remedial action in terms of agent education and corrective action

The review can be conducted, and the report delivered and analysed, relatively swiftly (2-3 weeks) depending on personnel and resource availability. The CAR can drive real and sustainable change in your business and the results can be socialized and have a positive effect on colleagues and stakeholders across the wider organization.

Review Creator and Facilitator:

Gerry Brown – The Customer Lifeguard

Building on three decades of business experience, in the UK and Canada, Gerry provides strategic, operational and educational support through keynote presentations, workshops, seminars and consultancy engagements to help businesses save customers at risk of defecting and to breathe life into their customer service operations and customer experience strategy.

Gerry has developed the concept of the Four Principles of Customer Experience; *Culture, Commitment, Communication and Community* as the foundation for launching a successful customer experience strategy. He specializes in helping businesses to understand and utilize these key principles by aligning them with human interactions, process reinvention and operational improvements to bring a successful and sustainable customer experience strategy to life.

Gerry is the author of “*When a Customer Wins, Nobody Loses*” He is a member of the Professional Speaking Association (PSA), the Global Speakers Federation (GSF), the Customer Experience Professionals Association and a Certified Customer Experience Professional (CCXP). He provides straight talking, no-nonsense advice and practical solutions for customer experience adoption and has delivered this results oriented, transformational approach for some of the largest companies in the UK, Canada, and EMEA.

